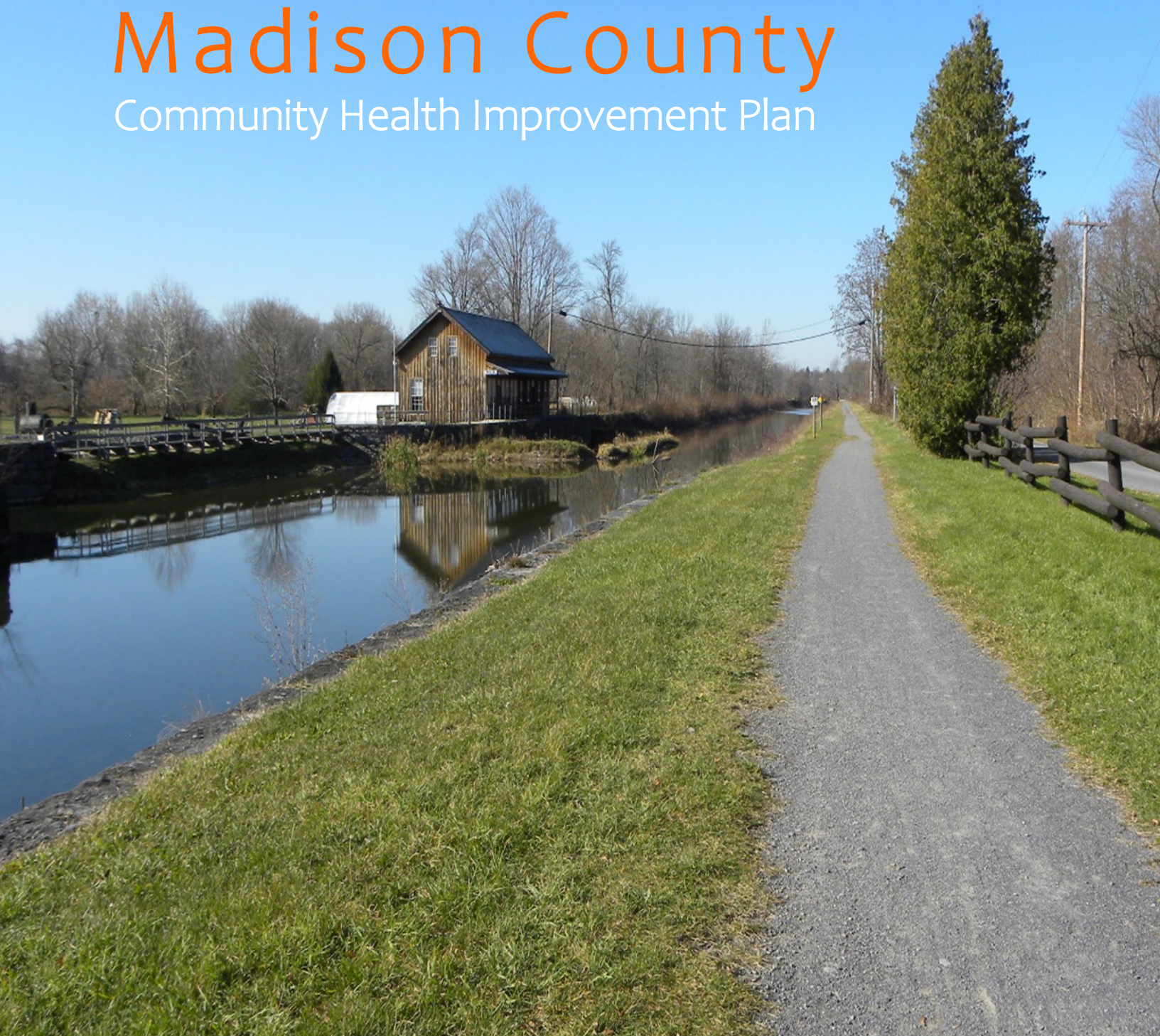


Madison County

Community Health Improvement Plan



Community Memorial
Quality Healthcare Close to Home



Oneida Health
exceptional care... always

“Public Health is what we as a society do
collectively to assure the conditions in which
people can be healthy.”

Institute of Medicine, 1988

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Prepared by

Madison County Department of Health
December, 2019

Executive Summary

The health of each individual and family that lives, studies, works, and plays in Madison County is everyone's responsibility. From the individual and families who make healthy lifestyle choices, to the businesses that protect the safety and health of their employees, to the communities that build walkable communities and the elected officials who enact healthy policies; we collectively ensure the conditions in which we can be healthy.

Health is a complex, multi-faceted topic. Assessing and effectively addressing health challenges requires a community effort. Evaluating the health of Madison County is a considerable undertaking requiring a collaborative effort to complete. The Madison County Health Department, in collaboration with Community Memorial and Oneida Health hospitals engaged numerous stakeholders, including residents, community organizations, and local leaders to set a health vision for the county and conduct a

comprehensive county-wide health assessment utilizing the Mobilizing Action through Planning and Partnership (MAPP) process. Stakeholders met to review the assessment results and prioritize issues they felt were important to address for the health of our community.

The health issues that were identified as priorities include:

- ❖ Substance Use
 - ◆ Address substance use among youth
 - ◆ Address alcohol-related motor vehicle injury and death
 - ◆ Address substance use among adults
- ❖ Lung Cancer
 - ◆ Increase lung cancer screening rates
 - ◆ Reduce impact of radon



VISION OF A HEALTHY MADISON COUNTY

The vision for a healthy Madison County is a community where:

- ❖ People of all ages, cultures, and talents are fully engaged
- ❖ The environment is clean and safe
- ❖ There are opportunities for quality employment, housing, transportation and education
- ❖ There is access to resources supporting physical, mental, spiritual, and emotional well-being

All achieved by a dynamic collaboration of: citizens; government agencies; employers; health care providers; and faith-based, educational, community and service organizations.



Selecting Our Health Priorities

Our Road MAPP

The Community Health Improvement Plan was developed using a community-driven health improvement process call Mobilizing Action through Planning and Partnership (MAPP). The MAPP process began in August 2019 and took 17 months to complete. A Steering Committee comprised of the Community Memorial Hospital, the Madison County Health Department, and the Oneida Health Hospital guided the process.

The MAPP process involves four assessment elements; the detailed results of each are captured in the Community Health Assessment document.

The Community Health Improvement Plan (CHIP) utilizes the assessment results, in concert with input from key stakeholders and the state DOH Prevention Agenda, to identify our health priorities and detail strategies and recommendations for addressing them.

Both this report and the health assessment data can be found at www.healthymadisoncounty.org

The CHIP

The purpose of the Community Health Improvement Plan is to identify those health issues most important to our residents and to strategically leverage and align the efforts and resources of multiple organizations to address these issues.

The CHIP is what we in Madison County do collectively to assure the conditions in which our residents can be healthy. It's the health blueprint for all of us working together to make Madison County a healthy place to live, study, work, and play.

The Process

The MAPP process involves four assessment components that look at different aspects of health in our communities. Community stakeholders were involved in each assessment activity.

The community health status assessment looked at the health data in our county and asks “how healthy are our residents,” and “what does the health status of our community look like.”

The community themes and strengths assessment provided an understanding of issues that residents feel are important and their perception of the quality of life in their community.

The local public health system assessment focused on all the organizations and entities that contribute to community health and asks “how well is that system providing essential services to our community.”

The forces of change assessment looks at the trends, factors, events, that can affect the community and the local public health system, both negatively and positively.

After completing the four assessments the Steering Committee reviewed results. The Committee used a weighting ranking system to identify those health issues that were showing a negative trend and could be addressed at a local level. The Committee selected two priority issues—substance abuse and cancer. Topic specific workgroups were formed for each priority issue and were tasked with identifying goals, ob-

jectives, strategies, and to develop an action plan for implementation. The topic groups will meet periodically over the next three years to monitor and assess progress on the CHIP.

Health Equity

Health equity is when everyone has the opportunity to be as healthy as possible. Conversely, health disparities are differences in health outcomes and their causes among groups of people. Such disparities may be the result of social position or other socially determined circumstances (e.g., poverty, ethnicity, education). Health inequities are reflected in differences in length of life; quality of life; rates of disease, disability, and death; severity of disease; and access to treatment.

Across both CHIP priorities we recognized existing disparities for both access to preventive services and health outcomes. Therefore, interventions were identified that address access to care with focus on those with limited socio-economic resources.

Community Demographics

Madison County is predominately rural with a population density of 108 persons per land square mile, compared to 239 people per square land mile in New York State . About 45% of the land in the county is farmland; this is considerable especially when compared to the state (24%). Madison County consists of fifteen (15) townships and the City of Oneida. The towns are predominantly rural, especially in the southern half of the county, with the more suburban areas located in the northern third portion of the county. Madison County's current economy is based primarily on agriculture.

Between 2010 and 2017, Madison County's population decreased by 4.13% to 70,412 residents. The median age is 41.9 years, slightly higher than the New York State (NYS) average of 39.1. The population in Madison County is homogenous with respect to racial identity. About 94% of residents identify as White, followed by Black or African American (1.8%), and two or more races (1.7%). In terms of ethnicity, nearly 2.5% of Madison County residents are Hispanic.

In recent years, Madison County experienced improvements in its socioeconomic characteristics, including a slight decrease in the percent unemployed and an increase both in median household income as well as per capita income

Approximately 14% of children and 8% of older adults currently live below the poverty level in Madison County. In terms of educational attainment, 37.2% of residents have completed high school or GED equivalent and 27.5% have a bachelor's degree. The percentage of uninsured children and adults, 3% and 7% respectively, has decreased slightly. The majority of residents (96%) speak English only, while nearly 2% speak an Indo-European language and another 1% speak Spanish at home.

There are 26 healthcare facilities in Madison County, including diagnostic and treatment centers, residential health, school-based clinics, and hospitals.

According to the 2019 National County Health Rankings, Madison County ranks 30 among the 62 NYS counties for clinical care (based on access and quality of care, and

the ratio of population to healthcare providers). The overall NYS ratios for primary care, dental, and mental health providers are significantly better than those in Madison County.

Although about 90% of our residents have a regular health care provider, only 62% have had a routine medical checkup in the past year (NYS Ave = 71%). A higher proportion of residents, 77.1%, have gone to the dentist within the past year. About one out of every 10 residents of Madison County do not seek care due to financial barriers.

Select Social Indicators	Madison County	NYS
	Current	Current
Unemployment Rate	5.2%	4.8%
Percent Below Poverty Level		
Children	14.4%	19.9%
Older adults (65+)	8.2%	13.5%
Total	9.6%	14.1%
Median Household Income	\$58,365	\$62,765
Per capita income	\$28,490	\$30,948
Special Populations		
Homeless Persons	172	63,636
Second language speakers	4.3%	30.6%
Education Level among Adults (25+ yrs.)		
Less than high school	6.9%	13.4%
High school/GED	37.2%	26.3%
Associate's/some college	28.4%	24.3%
Bachelor's or higher	27.5%	36%
Insurance		
Percent of uninsured residents	7%	12.4%
Percent of uninsured children (0-19 years)	3%	3.4%
Households		
Single parent families		
Male only	6.7%	6.6%
Female only	15.1%	18.8%
Rural	58.9%	12.1%
Homeownership	78%	53.8%

Health Priorities



Mental and Substance Use Disorders Prevention

Alcohol Misuse

In Madison County, one out of every four adults binge drinks alcohol (4+ drinks in 2 hours) compared to one out of six NYS adults. Amongst our youth, the percent of Madison County high school students who report drinking alcohol within the past 30 days (24.7%) is slightly less than NYS students (27%); however, the percent of students who had five or more drinks within a 2-3 hour timeframe is higher than NYS (12% vs. 10.8%).

More of our residents die in motor vehicle accidents (10.8 per 100,000) when compared to the State average, excluding New York City (7.1 per 100,000). Approximately one-third (31%) of motor vehicle crashes, in Madison County are related to alcohol consumption. The rate of alcohol-related motor vehicle injuries and death is 36.5 per 100,000 residents in Madison County, higher than the state average (29.9 per 100,000).

Tobacco Use & Vaping

Madison County adults have a higher smoking rate than the rest of the state (22.5% vs. 14.5%). Moreover, almost two times as many pregnant women in Madison County smoke (15.2%) compared to the NYS average (7.9%). Although our youth are less likely to smoke cigarettes, they are almost two times more likely to use electronic vaping products at than students across the State (26.4% vs. 14.5%).

Opioid Use

Similar to national trends, Madison County overdose deaths involve both prescription and illicit drugs, including heroin. Between 2008 and 2016, Madison County saw a 600% increase in overdose

deaths.

Initial opioid programing focused on prescription drugs and their misuse. Community efforts focused on prescribing practices for area providers and dentists. Madison County began programing and public education campaigns to address opioid use in 2016 and saw a decrease among many indicators including opioid overdoses. Opioid deaths in Madison County have historically been lower or on par with those in surrounding counties. In addition, our opioid overdose hospitalizations decreased significantly since an initial spike in 2016. However, despite the downward shift in 2017, the trend appears to be increasing again in 2018.

The county has seen a steady increase in neonatal abstinence syndrome in newborns beginning in 2012, this trend has been seen across New York State however; more rapidly in the Central New York area.

Illicit Substance Use among Youth

Youth substance use in Madison County is consistently lower than that in New York State and Nationally. According to the 2019 Madison County Students Teen Assessment Project (TAP) report, students approximately 30% of students grades 9-12 have tried marijuana with 15% using in the last 30 days. This is below the national reports of youth marijuana use. In the same report 1.5% have of students tried heroin and 7% have used prescription drugs without a prescription

Mental and Substance Use Disorders Prevention

Goal 1: Address substance use among youth

Target Population: Youth (grades 7-12)

Objective 1.1: By December 31, 2021, reduce the percentage of youth in grades 7-12 who report the use of alcohol on at least one day for the past 30 days by 10%.

Objective 1.2: By December 31, 2021, reduce the percentage of youth in grades 7-12 who report drinking 5 or more alcoholic beverages in a 2-3 hour time period during the last 30 days by 5%.

Objective 1.3: By December 31, 2021, reduce the percentage of youth in grades 7-12 who report the use of electronic vaping products in the last 30 days by 5%.

Address Disparity: All youth will be targeted regardless of socioeconomic status

Intervention, Strategies, and/or activities	Partner Resources	Partner Role	Process Measure
Inform and educate local officials on substance abuse among Madison County Youth	Madison County Health Department, Community Memorial Hospital, and Oneida Healthcare	Present information including possible prevalence, zoning, and, social ordinances policies to local officials, include the County Board of Supervisors, area Boards of Education, and local Town and Village leaders.	Report number of presentations and who they were given to.
Create and distribute publications designed to collect data, inform the community, and monitor trends on substance use	Madison County Health Department and Madison County Department of social Services	MCDOH will research and publish an issue profile on alcohol misuse in Madison County. The Department of Social Services will continue to conduct and report out on the TAP survey every four years	Report the publication of the reports and the distribution plan
Implement a county wide evidence-based family intervention program focused on teen alcohol use	Substance Abuse Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Research and select an evidence based program to implement county wide	Report program selection within the first year and report out on implementation quarterly thereafter.
Promote and encourage community level interventions such as Parent/Child contracts for driving privileges, alcohol –restricted/ free community events, and parental interventions against teen binge drinking	Substance Abuse Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Create and distribute promotional material for selected interventions. Post information to social media accounts, County DMV, and work group member pages and locations.	Report the number of handouts created and distributed
Work with healthcare providers to include binge drinking questions in the electronic health record (EHR)	Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Provide detailing visits to area providers and provide assistance and education	Report the number of provider offices that agree to include binge drinking and/or risk questions to their EHR
Research and implement a school based program focused on alcohol use and risk awareness	Substance Abuse Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department, School Superintendents	Research and select an evidence based program to implement county wide	Report program selection within the first year and report out on implementation quarterly thereafter

Mental and Substance Use Disorders Prevention, cont.

Goal 2: Address alcohol-related motor vehicle injury and death.

Target Population: Madison County Residents

Objective 2.1: Reduce the rate of alcohol related motor vehicle injuries and deaths in Madison County from 35.3 per 100,000 to 30 per 100,000 by December 31, 2021.

Objective 2.2: By December 31, 2021, reduce the percentage of motor vehicle crash deaths with alcohol involvement by 5%.

Address Disparity: No: all residents will be targeted regardless of socioeconomic status

Intervention, Strategies, and/or activities	Partner Resources	Partner Role	Process Measure
Inform and educate local officials on substance abuse among Madison County residents	Madison County Health Department, Community Memorial Hospital, and Oneida Healthcare	Present information including possible policies including zero tolerance laws and responsible beverage service.	Report number of presentations and who they were given to.
Inform and educate local businesses on the Madison County alcohol related motor vehicle injury and death rates	Madison County Health Department, Community Memorial Hospital, and Oneida Healthcare	Present information on local data and include possible solutions such as discouraging 2 for 1 specials, promoting drink responsibly, and promoting responsible beverage service.	Report number of presentations and who they were given to
Promote responsible drinking through strong enforcement and public awareness	Substance Abuse Work group	All substance abuse work group members to participate in distribution on social media, agency websites, and distribution/ client lists	Report number of posts highlighting DUI checks, zero-tolerance laws, and other law enforcement efforts.

Mental and Substance Use Disorders Prevention, cont.

Goal 3: Address substance use among adults.

Target Population: Madison County Residents

Objective 3.1: By December 31, 2021, reduce the percentage of binge drinking among adults (18+) by 5%.

Objective 3.2: By December 31, 2021, reduce the percentage of overdose reports by 10% of the baseline.

Address Disparity: Yes

Intervention, Strategies, and/or activities	Partner Resources	Partner Role	Process Measure
Inform and educate local officials on substance abuse among Madison County residents	Madison County Health Department, Community Memorial Hospital, and Oneida Healthcare	Present information including possible policies including increasing alcohol taxes.	Report number of presentations and who they were given to.
Conduct a small media campaign on public awareness of binge drinking and specifically Madison County rates	Substance Abuse Work group members	All substance abuse work group members to participate in distribution on social media, agency websites, and distribution/ client lists	Launch a binge drinking awareness campaign by December 31, 2021 and report number of agencies sharing content and people reached through recorded views.
Work with healthcare providers to include binge drinking questions in the (electronic health record) EHR	Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Provide detailing visits to area providers and provide assistance and education	Report the number of provider offices that agree to include binge drinking screening and/or risk questions to their EHR
Implement an evidence-based intervention to address binge drinking on college campuses	Substance Abuse Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department, Area Colleges	Research and select an evidence based program to implement	Report program selection within the first year and report out on implementation.
Launch a targeted campaign for those populations at risk for overdosing	Madison County Health Department and Bridges	Launch a targeted risk reduction campaign focused on areas designated as high risk for overdose. Utilize ODMap to identify areas with recent overdoses and target those communities with educational materials and outreach. Place safe syringe kiosks in key locations throughout the county.	Report the number of resource app downloads, the number of handouts distributed, and the number of syringe kiosks placed

Health Priorities



Chronic Disease Preventive Care & Management

Lung Cancer

Cancer represents the leading cause of premature death among Madison County residents. Breast, colorectal, lung, and prostate cancers represent the main cancers affecting our residents, with lung cancer mortality rates by and far the leading cause of mortality among our residents. . While national and state lung cancer mortality rates have been decreasing ,Madison County rates have remained the same and even increased among women. Lung cancer incidence and mortality are higher in Madison County than in New York State overall

In the July 2018, the *Lung Cancer in Madison County, New York: An Assessment of the Burden of Disease and the Contributing Social-ecological Conditions* report, we noted that Madison County has some of the highest adult smoking rates in the State and is considered a high risk radon area. It was also determined that the county and many of its townships and villages have not yet taken steps to expand policies and practices aimed at reducing lung cancer risk factors.

In Madison County, 89.1% of women (ages 21-65) follow the cancer screening recommendation for a Pap smear and 76.9% of women (ages 50-74) receive a mammogram. Nearly 77% of Madison County residents follow the recommendation for colon cancer screening. For these type of routine cancer screenings, residents do well.

In New York State, lung cancer screening rates are very low among those at high risk (i.e., individuals 55 and older with a history of smoking). This may be because of a lack of access or low awareness and knowledge among patients and providers. In New York, 3.6 percent of those at high risk were screened.

Medicaid beneficiaries are disproportionately affected by lung cancer. New York was one of the 31 states whose Medicaid fee-for-service programs covered lung cancer screening as of January 2019.

Radon

Nationwide, radon is the second leading cause of lung cancer. The US EPA has set an action level of 4 pCi/L. At or above this level of radon, corrective measures should be taken to reduce exposure to radon gas.

Madison County is considered a high-risk radon county in NYS. Among all the Madison County homes tested in the basement since 1987 (1,194 homes), 42% had radon levels above 4 pCi/L. This is higher than the estimated proportion with elevated levels throughout the state, 18%. The townships with the highest proportions of elevated radon levels are in the southern part of the county (Georgetown, Brookfield, Hamilton, and Eaton).

Homes may also be tested on the 1st floor, which represents the long-term living area. The long-term living area estimates are the best indicators for the percent of homes in an area with elevated radon levels. Among all the Madison County homes tested on the 1st floor since 1987 (514 homes), 16% had radon levels above 4 pCi/L. This is higher than the estimated proportion throughout the state, 5%. Again, the highest proportions are in the southern part of the county (DeRuyter, Nelson, Hamilton, and Georgetown).

Chronic Disease Preventive Care & Management

Goal 4: Increase lung cancer screening rates

Target Population: Madison County Residents

Objective 4.1: By December 31, 2021 increase the percentage of adults who receive lung cancer screening based on the most recent guidelines by 10% of baseline.

Objective 4.2: By December 31, 2021, reduce the incidence of lung cancer in Madison County from 76.7 per 100,000 to 66 per 100,000.

Address Disparity: Yes

Intervention, Strategies, and/or activities	Partner Resources	Partner Role	Process Measure
Conduct a small media campaign on public awareness of lung cancer and screening	Cancer Work group members	All cancer work group members to participate in distribution on social media, agency websites, and distribution/ client lists	Launch a lung cancer awareness campaign by December 31, 2021 and report number of agencies sharing content and people reached through recorded views.
Conduct a healthcare provider education series on lung cancer and screening	Oneida Healthcare to develop series, Madison County Health Department to help distribute	Offer training resources to all area providers through handouts and teaching tools	Provide training and/or training materials to 85% of Madison County Healthcare providers
Work with healthcare providers to include screening questions in the EHR (electronic health record)	Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Provide detailing visits to area providers and provide assistance and education	Report the number of provider offices that agree to include lung cancer screening and/or risk questions to their EHR
Collaborate with insurance providers to ensure screening is covered	Cancer Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Invite insurance providers to be a part of the Cancer work group	Report the number of insurance providers that participate in the Cancer work group
Promote adult smoking cessation through a small media campaign	Cancer Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	All cancer work group members to participate in distribution on social media, agency websites, and distribution/ client lists.	Report of smoking cessation program participants before and after the small media campaign
Promote smoke and vape free policies for multi-unit rentals, schools, public spaces, college campuses, and workplaces	Madison County Health Department and Bridges	Conduct detailing visits with multi-unit rentals, schools, public spaces, college campuses, and workplaces to promote policies and offer technical assistance	Report number of detailing visits completed and type of entity.
Implement a county wide evidence-based intervention to address smoking cessation for pregnant women	Cancer Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Research and select an evidence based program to implement county wide	Report program selection within the first year and report out on % of pregnant women who smoke.

Chronic Disease Preventive Care & Management, cont.

Goal 5: Reduce the impact of radon

Target Population: Madison County Residents

Objective 5.1: By December 31, 2021, increase the number of Madison County homes tested for radon from an average of 50 per year to 100.

Objective 5.2: By December 31, 2021, implement at least two policies related to radon in either schools, daycares, public buildings, workplaces, new construction and/or residential transfers.

Objective 5.3: By December 31, 2021, increase access to mitigation services among Madison County residents, specifically those with lower income.

Address Disparity: Yes

Intervention, Strategies,	Partner Resources	Partner Role	Process Measure
Conduct a small media campaign on public awareness of radon exposure and testing	Cancer Work group members	All cancer work group members to participate in distribution on social media, agency websites, and distribution/ client lists	Launch a radon awareness campaign by December 31, 2021 and report number of agencies sharing content and people reached through recorded views.
Conduct a healthcare provider education series on radon and screening	Cancer Work group members, Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Offer training resources to all area providers through handouts and teaching tools	Provide training and/or training materials to 85% of Madison County Healthcare providers
Work with healthcare providers to include screening questions in the EHR (electronic health record)	Oneida Healthcare, Community Memorial Hospital, Madison County Health Department	Provide detailing visits to area providers and provide assistance and education	Report the number of provider offices that agree to include lung cancer screening and/or risk questions to their EHR
Create a County wide radon referral program	Madison County Health Department and cancer workgroup members	Create a county wide program to track and make radon testing available to county residents	Report the creation of a program and associated participants in the program, track usage trends
Create a resource for radon testing and mitigation	Madison County Health Department and cancer workgroup members	Create an information page on the County's website to act as a resource for radon testing and mitigation resources	Report the creation of the page and if quarterly reviews of the information are occurring
Inform and educate local officials on the impact of radon on health outcomes	Madison County Health Department, Community Memorial Hospital, and Oneida Healthcare	Present information including possible radon policies to local officials, include the County Board of Supervisors, area Boards of Education, and local Town and Village leaders.	Report number of presentations and who they were given to.
Provide technical assistance and education for radon policy adoption	Madison County Health Department, Community Memorial Hospital, and Oneida Healthcare	Offer assistance to any groups wishing to implement radon policies	Report number of people requesting and receiving assistance



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